

Message Text

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AMEMBASSY BUDAPEST

AMEMBASSY VIENNA

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VIENNA FOR EWTDO

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E.O. 11652: N/A

TAGS: BEXP, BU

SUBJECT: HERBICIDES AND PESTICIDES TECHNICAL SALES SEMINAR

1. SUMMARY: TECHNICAL SALES SEMINAR ON HERBICIDES AND PESTICIDES, WITH SIX MAJOR US FIRMS IN THE FIELD PARTICIPATING, WAS HELD IN SOFIA JUNE 2-3. BULGARIAN PARTICIPANTS, SOME 170 IN NUMBER, INCLUDED REPRESENTATIVES OF MINISTRY OF AGRICULTURE AND FOOD PRODUCTION, MINISTRY OF CHEMICAL INDUSTRY, AND OTHER RELEVANT ELEMENTS OF BULGARIAN ECONOMY. END SUMMARY.

2. CHRONOLOGY FOLLOWS:

A. MAY 31 -- 10-MAN SEMINAR TEAM ARRIVED FROM VIENNA, INCLUDING REPRESENTATIVES OF SIX US FIRMS AND USDOC PROJECT OFFICER, AND WERE MET BY ECON/COMMERCIAL OFFICER. US FIRMS REPRESENTED WERE: AMERICN CYANIMIDE, DIAMOND SHAMROCK, DUPONT, FMC, UNIROYAL, AND VELSICOL.

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B. JUNE 1 -- TEAM, ACCOMPANIED BY EMBASSY COMMERCIAL OFFICER AND OFFICIAL FROM DSO AGROCHEMICAL SERVICES, MADE FIELD TRIP TO INSTITUTE OF FRUIT GROWING AND INSTITUTE OF VEGETABLE GROWING NEAR PLOVDIV. PARTICIPANTS HAD USEFUL OPPORTUNITY TO DISCUSS THEIR PRODUCTS WITH ACTUAL FIELD USERS AND TO EXCHANGE INFORMATION WITH BULGARIAN

SPECIALISTS, SOME OF WHOM SUBSEQUENTLY ATTENDED SEMINAR
OVER NEXT TWO DAYS.

C. JUNE 2 -- FIRST HALF-DAY OF SEMINAR WAS HELD IN
BALKAN HOTEL TO OVERFLOW AUDIENCE. AMBASSADOR AND DEPUTY
DIRECTOR GENERAL PLOYANOV OF DSO AGROCHEMICAL SERVICES
MADE OPENING REMARKS. SESSION EXTREMELY WELL ATTENDED
WITH OVER 170 PRESENT. (120 HAD BEEN INVITED; 80 PRESENT
WOULD HAVE BEEN CONSIDERED A GOOD TURNOUT.) THIS INDICATES THE STRONG BULGARIAN INTEREST IN AGRICULTURAL CHEMICALS IN GENERAL AND IN PESTICIDES IN PARTICULAR.
SESSION EXTENDED BY ALMOST TWO HOURS BECAUSE OF QUESTIONING.
REST OF DAY AVAILABLE FOR INDIVIDUAL MEETINGS AND FOLLOW-ON CONTACTS.

D. JUNE 3 -- SEMINAR AGAIN EXTREMELY WELL ATTENDED
WITH OVER 120 PRESENT. AFTERNOON AND EVENING AGAIN SPENT PURSUING CONTACTS AND POTENTIAL CUSTOMERS.

3. SEMINAR WAS GENERALLY CONSIDERED A SUCCESS BY BULGARIANS AND AMERICANS IN TERMS OF GENERATING AND IMPROVING DIRECT CONTACTS BETWEEN REPRESENTATIVES OF AMERICAN COMPANIES AND BULGARIAN COLLEAGUES AND POTENTIAL CUSTOMERS IN FIELD OF AGRICULTURAL CHEMICALS. AGRICULTURE IN GENERAL IS AN AREA OF GROWING COOPERATION BETWEEN US AND BULGARIA WITH PESTICIDES AND HERBICIDES AN AREA OF AMERICAN TECHNOLOGY OF PARTICULAR INTEREST TO BULGARIANS.
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